

Our Playbook For A Strong Brand



Branding Guidelines Manual

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TO: *Network for a Healthy California Contractors*

Healthy, active lifestyles were once part of the "brand" that drew millions to make our state their home. Over time, however, that California lifestyle eroded to little more than perception. The statistics for unhealthy eating, sedentary lifestyles, and obesity rates reveal why more than \$28 billion goes annually in California to related health care and lost productivity.

Our goal at the *Network* is to *reform the norm* which accepts the conditions that cause overweight, obesity, and sedentary lifestyles and replace it with a norm that expects fresh, healthy food and active living. We must focus on eliminating the disparities that place low-income California families at greater risk of so many chronic diseases, and empowering them to make healthy choices.

The task of reforming food and physical activity norms is huge! All segments of society must help. As a mosaic of diverse organizations working on multiple levels, the *Network* can be a focal point for change. We can stitch together the education, marketing, environmental and organizational shifts that together create the fabric of normative change.

In 2007, more than 40,000 individuals affiliated with the *Network* conducted interventions at nearly 10,000 sites. These are impressive numbers by any standard. And on the ground, each of us can see glimmers of the change that the *Network* is helping to create. But presented in a unified, single-minded movement under the umbrella of the *Network's* brand attributes of empowerment, champions, and change agents, the scenario transcends impressive to become powerful. At its core, this is what brand-building is all about. To take these changes to-scale, we must use the power of branding as a tool to unify our efforts, communicate our hope, overcome fragmentation, and magnify our impact.

I urge you to embrace this Branding Guidelines Manual to help us all build the *Network for a Healthy California* into a highly recognizable brand that stands for improving the health of low-income California families and reforming the prevailing toxic norms that lead to chronic diseases. Each of us has a role to play in making the brand successful. Collectively, we are Champions for Change. Take ownership of the brand in your own organization, represent it well, and continue to spread the power of the message of healthy change.

Sincerely,

Susan B. Foerster, MPH, RD, Chief
Network for a Healthy California

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WHO SHOULD USE THIS MANUAL

All Directors, Designers, Agency Heads, Web Masters – anyone who has supervisory, design, or production responsibilities over the materials being developed and supported by the *Network for a Healthy California*.

HOW TO USE THIS MANUAL

Please read the entire Manual before you start applying our new design to any specific program. This will help you develop your own intuition of “right” and “wrong.” Then depending on the specific application, you should be able to find an appropriate example in this Manual. Should an exact match not be found, contact state-level staff.

Overview

Introduction

Introducing *Network for a Healthy California*, Champions for Change – the culmination of a year-long review of our strategic purpose throughout the State of California and the people we serve every day. Our new name and brand design captures all that we represent – empowerment, agents for change, and champions.

Why Brands are Important

Brands are the sum of all the benefits – both tangible and intangible – associated with a specific product or service. And as well-supported brands age, they become much more than the benefits they deliver. They become a promise and a commitment that creates an expectation of excellence. Over time, that brand promise becomes the most valuable asset for that product or service.

Importantly, the simple use of a brand logo does not in itself create a brand. While hundreds of logos exist that are virtually inseparable from the product or service they represent, it is only through a thoughtful and concerted effort that these brands achieved the desired end result. A brand must be well designed, broadly supported, and used consistently to achieve success.

The Role of Design in Branding

Strong brands are the merger of strategy and art. Words alone are not enough. When branding design is done well, it not only communicates the brand's promise, but also captures its warmth, heart, and vision. Our new brand design captures what we're about, what we stand for, and the people we serve.

Why Consistency is Important

Well-designed and consistently delivered brands build equity and create value. Brands that are inconsistently applied or incorrectly used undermine their equity and erode their promise. But when brands are consistently applied, they reinvest in themselves and deposit value into their account. It is critical that any branding efforts we do be consistent and supportive of our growing brand equity.

People will come to know the *Network for a Healthy California (Network)*, Champions for Change through a range of contact and touch points: interactions between us and our colleagues; interactions between us and the populations we serve; advertising; direct mail; online; telephone; printed collateral; and through the media. The more we correctly and consistently support our brand across all touch points, the more it will grow in value and reinforce our commitment to excellence and our ongoing commitment to helping Californians live healthier lives.

Our Brand Architecture

A well-constructed brand is built upon a solid foundation, supported by pillars, and holds aloft an over-arching roof. Our brand is built the same way.

Ultimately, our foundation is the people we serve every day. We help them become their own champions for change to live healthier, more fulfilling lives.



Our pillars represent the four essential goals the *Network* is striving toward. They are:

- Increasing Fruit and Vegetable Consumption
- Increasing Physical Activity Levels
- Increasing Food Security
- Preventing Diet-related Chronic Diseases

Our roof is in two parts – Our Name and our Brand Character.

Our Brand Architecture

Relevance of Our New Name

Our name, the *Network for a Healthy California*, is the realization of our passions and vision. It is about helping our fellow Californians. It is also about setting goals, and then achieving them.

Until May 2007, we were known as *California 5 a Day* and the *California Nutrition Network for Healthy, Active, Families (California Nutrition Network)*. For 19 years, *California 5 a Day* set the standard for encouraging people of all ages to increase consumption of fruits and vegetables, and we can proudly claim the brand was adopted nationally and globally as a model for success. The *California Nutrition Network* existed for 10 years, and grew to be a formidable influence in the fight for better nutrition.

But the *Network* collectively does so much more than fight for better nutrition. And so when the U.S. Department of Agriculture voided 5 a Day language following the 2005 Dietary Guidelines that recommended a near doubling of fruit and vegetable consumption, the opportunity emerged to “reinvent” the *Network* to better reflect all that we do.

We’re about nutrition (fruits and vegetables), physical activity, food security, and chronic disease prevention. By expanding our name to reflect all that we do, it provides us a larger canvas upon which we can create and do more than ever before.

Meaning of Our New Name

There is great equity in our being “a network.” A network is a series of connections, which we are making every day as individuals working with other individuals, and as groups working together to “reform the norm” that has replaced the image of healthy Californians with the growing acceptance of overweight, obesity, and sedentary lifestyles that can lead to chronic diseases.

Collectively, the *Network* is a powerful force in the lives of Californians, particularly those with low income, linked by a common desire to make a difference through the promotion of a healthier lifestyle.

Our Brand Architecture

Our Brand Character

Our brand character is fundamentally defined by:

- **Empowerment** – We embrace the process of increasing the capacity of individuals, organizations, and communities to make choices and then transforming those choices into assets that make increased fruit and vegetable consumption and increased physical activity easy choices.
- **Champions** – We work tirelessly on behalf of Californians, particularly those with low incomes, to make sure their voices are heard and needs are addressed. And, importantly, we are reciprocated by uncounted numbers of Champion Moms, Champion Dads, Champion Teachers, Champion Doctors, etc. joining the call for healthier lifestyles.
- **Change Agents** – We will always seek innovative means to create more desirable ends for the people we serve, the environment they live in, and the systems that support them.

Supporting Our Brand

Our new brand supports the entire brand architecture for the *Network for a Healthy California* through its simple-to-use graphical layout. By using the guidelines in this Manual for color, fonts, and imagery for all campaigns, programs and initiatives, they will be distinguishable as part of our umbrella.

The language and tonality we use to communicate our messaging will also have a significant bearing on how our brand will come to life.

With consistent visual cues and tonality, the consumer and all those associated with the *Network* will easily associate our campaigns, programs, and initiatives, thus creating a unified brand presence for the *Network for a Healthy California*.

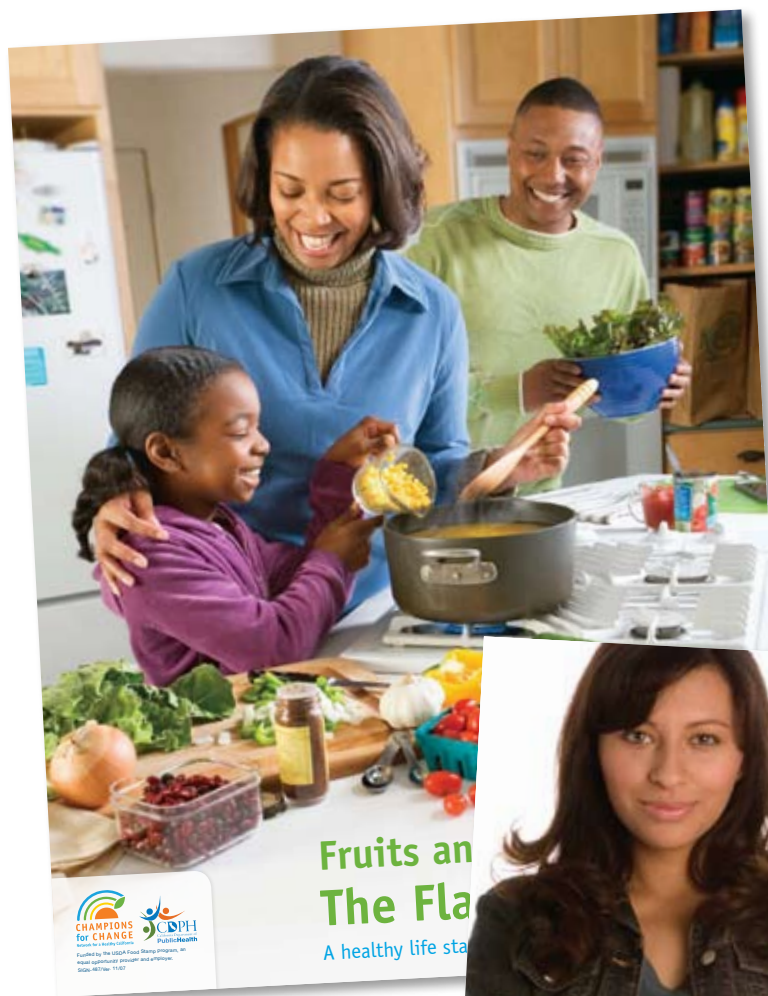
Our New Network Logo

Our new logo was designed to represent California, our *Network*, and growth. The sun represents us – all Californians. Radiating out is our multi-faceted *Network* with each ring representing one of our four commitments: Fruits and Vegetables, Physical Activity, Food Security, and Chronic Disease Prevention. The leaf represents all the wonderful growth and success we create.

Our new logo is an important element and expression of our new brand. So, prominently display our new logo in all that you do – as a reminder to ourselves and as a sign of commitment to those we serve.



Brand Examples



This Branding Guidelines Manual was created to provide our diverse organization with the tools and information necessary to create and promote materials that are unified and consistent, that build up our brand, and reinforce our message. The following examples illustrate the beginnings of what our brand represents. With consistent and continued use, the *Network for a Healthy California* will become a highly recognizable brand that stands for improving the health of California families.



Copy Personality

Our design will be applied to a variety of materials including collateral, posters, tee shirts, direct mail, cooperative advertising, Web sites, reinforcement items, you name it. That's why having all these elements accurately link back to the *Network for a Healthy California* is critical and why correctly applying our new brand is so important. It pulls everything together and creates a unified impression of who we are and what we do.

This section outlines the acceptable ways to apply our new brand onto the programs and materials you deliver in your area. Please carefully review this section and use these guidelines.

Tonality

It's not just what we say, but how we say it. The *Network for a Healthy California* is not a passive organization. We are about empowerment. We actively create the change we want to see in the world. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow for consumer-directed messaging:

- When writing copy, letters or flyers for any initiative, lead with passion and vision. Support those statements with the facts. Do not lead with facts unless they are written in a style that showcases our Champions for Change point-of-view.
- Present the *Network for a Healthy California* as a "we" organization, not as an "I" organization. Be inclusive when writing materials. Avoid sounding exclusive, authoritative, or preferential.
- As many women in our focus groups tell us, "be real." Emote confidence and a "you can do it" attitude without being preachy. Be inspirational, but leave off the sugar-coating.
- When writing for or about Champion Moms, think about the moms featured in the Ownership TV campaign. They would describe themselves and what they are doing in the following words:
 - It's not easy, but we want the best for our families
 - We're in control
 - I can do something to help the people I love
 - Together we can
 - If I can do it, so can you
- For low-income audiences, be mindful of the target's reading capability. *Network* materials should be written for a 5th grade literacy level.

Copy Personality

Appropriate copy personality example

Be a Champion for Change in Your Kitchen



You can become a Champion for Change for your family by making meals and snacks packed with plenty of fruits and vegetables and making sure your family is physically active every day.

Eating the right amount of fruits and vegetables as part of a lowfat, high fiber diet may lower your risk of serious problems like obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. The amount of fruits and vegetables that is right for you depends on your age, gender, and physical activity level. View the *Recommended Cups of Fruits and Vegetables* chart on pages 4 and 5 to find out how many cups of fruits and vegetables each person in your family needs.

Don't forget to be active, too! Being physically active gives you more energy. It helps lower stress. And, it helps you keep a healthy body weight. To take care of your health and lower the risk of serious health problems, you need at least 30 minutes of moderate-intensity physical activity every day (like dancing, walking, or doing yard work). Children need at least 60 minutes of physical activity every day.

Start using these low-cost, easy-to-make recipes today to keep your family healthy and happy!

For more information about the *Network for a Healthy California*, call 1-888-328-3483 or visit us at www.cachampionsforchange.net.

Low-literacy Tips

Consumer-targeted *Network* materials should be written at a 5th grade reading level. To write text at this level you must keep in mind the capacity of our low-income target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials.

- Use short, simple words and sentences.
- Use active voice and conversational style.
- Use correct grammar, punctuation, and spelling.
- Avoid jargon.
- Order main points in a logical manner.
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible.

Readability Test

There are many ways to assess the reading level of materials. The *Network* uses the Flesch-Kincaid Readability Test in Microsoft Word® (Word). To display readability statistics using Word follow these steps:

1. In the **Tools** menu, click **Options**, and then click the **Spelling & Grammar** tab.
2. Check the **Check Grammar with Spelling** and **Show Readability Statistics** check boxes.
3. Select **OK**.
4. When you are ready to check your document, click on the Tools menu and then click **Spelling & Grammar**. Word will then check your document and display the readability statistics.

The result should be at or below a grade level of 5.0. If the result is higher, refer to the tips above and modify the copy accordingly.

Basic Layout Elements

There are two main thematic elements that are universally applied to all *Network* publications that help punctuate the message and the imagery to the viewer — white space and an organic flow. White space means having roughly 20%-50% of the page not occupied by words or images. When possible, include at least one photo (or graphic element) per spread. White space allows the photo to be the hero. If the image is a knock-out photo, it creates an organic flow because of its shape. If the image is a square-edged photo (or a chart), consider having the photo bleed off the page, or go partially into a column, which causes the text to wrap around it creating a flow around a normally static shape.

White space example


Organic flow example

ENJOYING MORE FRUITS AND VEGETABLES AT WORK

- Snack on raisins and other dried fruits for something sweet instead of candy.
- Put extra lettuce, tomato, and other vegetables in your sandwich.
- Add a piece of fruit to your lunch. Try a nectarine or grapes.
- Bring fruit and vegetable dishes to office parties and potlucks.

ORDERING MORE FRUITS AND VEGETABLES WHEN EATING OUT

- Choose pizza with three or more vegetable toppings like bell peppers, onions, and mushrooms.
- Order taco salads with lots of tomatoes, beans, avocado, and cabbage.
- Go for a crisp garden salad with a little lowfat salad dressing or fresh fruit instead of French fries.



Planning Your Fruit and Vegetable Store Tour

To be successful, effective planning is crucial. You will be responsible for securing a date, time, tour group, store tour activities, and confirming the final details of the store tour with your retail contact. To help you stay on track with your planning efforts, you may also use the *Fruit and Vegetable Store Tour Planning Checklist* provided in Appendix B.

SECURING A DATE AND TIME

Before selecting a date and time, you will have to arrange your tour group. The total number of people you can take on a tour may vary according to the size of the store. Confirm with the retailer that the size of your group is acceptable at the store location you've selected.

If you are planning a store tour for a group of adults:

- Select a time and date that is convenient for your group of adults. If this group meets regularly as part of a series of nutrition classes, it is best to hold the tour at the same time and day they normally meet. While slow times and days of the week are optimal times for a store tour, you'll need to find a compromise between the times that your adult group is available and when your retail partner will allow a tour.
- When securing a date, avoid major holiday shopping days, such as before Christmas or Thanksgiving, when customers may be in a hurry and your presence may be a burden to retail staff.

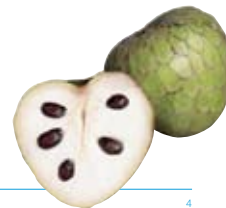
If you are planning a tour for a school group:

- Ideal times for a class tour tend to be from 10:00 am to 2:00 pm on Monday or Tuesday because these are usually the slowest times and days of the week for a grocery store. Always confirm if these general guidelines hold true for your retail partner.
- Check with the school you are working with to pick a day that does not interfere with other school activities or holidays.

If you are planning a store tour for your retail partner's customers:

- Talk with your retailer about who they are trying to serve (weekend shoppers, evening shoppers, etc.) and which times would be the best to host a tour without obstructing too much foot traffic.
- Arrange fruit and vegetable store tours during the prime dates to reach Food Stamp participating families (i.e., the first week of the month).

Once the dates are confirmed, follow-up in writing. This ensures both you and your retail contact understand what will be provided and when.

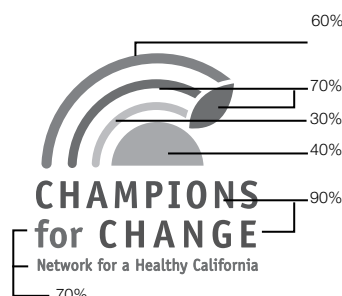


4

Correct Logo Usage

Our logo should be displayed prominently on the front cover of all printed material and on the face of all nutrition education reinforcement items (NERI) produced and/or distributed by the *Network for a Healthy California*. This treatment introduces the *Network* as the organization responsible for providing the message.

Whenever possible, the logo should appear in full color on a white background. When necessary, the logo can be produced in grayscale or 100% black. The full color logo can be placed on a 100% black background.



If it is necessary to place the logo on top of a color background, the logo should be black or reversed to white. Use discretion with the yellow background, as the logo is more difficult to read.



Logo Usage

Incorrect Logo Usage

The logo should not be used in a single tone or color.



Do not separate the elements of the logo in any way.



Do not stretch or alter the shape of the logo.



Do not place the logo on a photograph or busy background.



Do not change the colors of the logo elements.



Do not rotate the logo in any direction.



Do not use a drop shadow on the logo. If readability is an issue, use the full black or white logo.

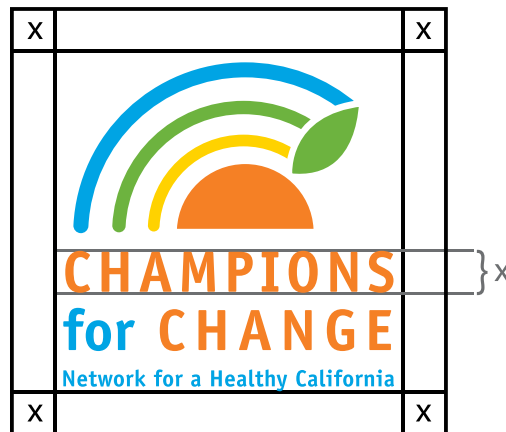


Do not use borders, lines, or boxes around the logo.



Protected Area

The protected area of the logo is proportionate to the height of the word 'champions' in any given size. Surrounding elements must never be placed less than the distance of the height of the word 'champions.'



Maintaining Proportions

The logo proportions should be maintained in all instances. When resizing the logo using Microsoft Word® and any other Microsoft® program, click on the logo image so that the sizing handles are in view. Drag out one of the corner sizing handles to increase or decrease the size. Do NOT use the side or top and bottom handles as these will stretch the logo vertically or horizontally out of proportion.

Minimum Size

The minimum size of the logo is 0.75 inches for all printed materials. The logo must not be used smaller than this size as it impedes legibility of the logotype.

For NERI items that have very small imprint areas, the "Network for a Healthy California" can be removed from the logo. If there is room somewhere on the material to add the full Network name in text it is preferred. This option requires prior approval from a state-level Program Manager. This logo exception does NOT apply to print materials.



Usage Across Different Mediums

When converting the logo to be used in such mediums as Web, television and animation, the integrity of colors and shapes should be preserved. This is best achieved by using the source files (EPS or Illustrator) so that the logo can be scaled without loss of quality. The logo should be optimized for Web use in the format of .gif, .jpg or .png.

Logo Usage

Usage in Conjunction with Other Organization Logos and Designs

If the material is a publication of the *Network for a Healthy California*, the logo should appear prominently on the front cover to act as an introduction to the piece. All subsequent logos should be placed on the back cover, acting as the stamp of approval or co-branded partner in support. This allows for clarity in presenting which organization is responsible for delivering the message.

All co-branded and partner logos should appear equally in weight and have appropriate spacing.



Front cover with the *Network* logo prominent.



Acknowledgements page with co-branded partner logos.

When the logo is to be used side-by-side with other logos, it should appear in full color when possible. Equal weight and positioning should be maintained. Please see previous page for active logo area.



Network Color Palette

The *Network* color palette includes four primary colors which were selected because they represent California; healthy green, the blue sky, golden yellow, and the orange sun. In addition to the primary palette, the *Network* has five complementary colors that round out the full range of the palette. At least one primary color should be used in ALL *Network* materials. Consistent use of the primary color palette across all *Network* materials will help build equity and recognition of the brand.

Primary Colors				
	PMS 369 U C:59 M:0 Y:100 K:7 R:108 G:179 B:63	PMS 2995 U C:90 M:11 Y:0 K:0 R:0 G:164 B:228	PMS 158 U C:0 M:61 Y:97 K:0 R:245 G:128 B:37	PMS 116 U C:0 M:16 Y:100 K:0 R:255 G:210 B:0
				
	PMS 484 U C:0 M:95 Y:100 K:29 R:179 G:35 B:23	PMS 255 U C:51 M:100 Y:0 K:25 R:115 G:20 B:114	PMS 2955 U C:100 M:45 Y:0 K:37 R:0 G:82 B:136	PMS 364 U C:65 M:0 Y:100 K:42 R:56 G:124 B:43
			Worksite	
				BLACK

Professional Printing

PMS colors should be used if applicable to budget; otherwise the appropriate CMYK equivalents should be utilized.

PMS stands for Pantone Matching System, which is an internationally standardized system for achieving consistent color in offset printing. The number on the chip corresponds to a recipe each printer has for that color.

CMYK stands for Cyan, Magenta, Yellow, and Black, also known as “4-color process.” These colors, used in varying densities (screens) and overlapping, are what create the color photos you see in printing.

RGB stands for Red, Blue, and Green, which apply to the light transmitted color of a monitor and is relevant to Internet-oriented materials.

The CMYK-4 color process system can create flat color areas which resemble the PMS colors. However, CMYK or RGB will not match the PMS exactly. When an exact match is needed, print your materials using PMS colors.

Network Color Palette

Consumer and Intermediary Materials

Choose one primary color as the dominant color (see note below) that will be used for cover titles and headlines for your project along with one to three complementary colors from the full palette for use in subheads and graphical elements such as color blocks, tables, and pull quote boxes. These complementary colors enhance and accent the primary color choice. The full palette can be used for other style accents as needed.

Non-Consumer Materials

Material that is targeted to administrators, employers, business leaders, and other non-consumer audiences require a more conservative and professional look that the vibrant colors from the primary color palette do not offer. For these materials, choose a dominant color that is not part of the primary color family. All other guidelines listed above apply.

Note: Yellow (PMS116) type should not be used as a dominant color on a white background because it may be hard to read.

How Many Cups Do I Need?

LEARNING OBJECTIVES

By the end of the lesson, participants will be able to:

- Identify the recommended cups of fruits and vegetables they should eat each day for good health.
- Recognize how different quantities of fruits and vegetables add up to the recommended daily amount.
- Recognize the role that fruits and vegetables play in reducing their risk of certain chronic diseases.
- Recognize fruit and vegetable consumption as an important element of a healthy lifestyle.
- Use the Fruit and Vegetable Scoreboard handout to track their progress toward meeting their recommended cups of fruits and vegetables.

MATERIALS

- The Recommended Cups of Fruits and Vegetables for Adults handout (p. H-1)
- The What's in a Cup? handout (p. H-2)
- The Health Benefits of Eating Fruits and Vegetables handout (p. H-3)
- The Fruit and Vegetable Scoreboard handout (p. H-4)
- The Energize Your Body with Fruits and Vegetables! poster (English and Spanish)

PREPARATION

- Become familiar with the content of each handout prior to implementing the lesson. Photocopy the Recommended Cups of Fruits and Vegetables for Adults, What's in a Cup?, Health Benefits of Eating Fruits and Vegetables, and Fruit and Vegetable Scoreboard handouts for each participant.
- Distribute the English and Spanish Energize Your Body with Fruits and Vegetables! poster.

INSTRUCTIONS

- Distribute the Recommended Cups of Fruits and Vegetables for Adults handout to each participant. good health. Also explain that the number of cups of fruits and vegetables that they need depends upon their age, gender, and physical activity level. For example, a 30-year-old woman who is physically active for 30 to 60 minutes each day should eat 2 cups of fruits and 2½ cups of vegetables every day.
- Review the handout with the class, and explain that adults should eat 3½ to 6½ cups of fruits and vegetables every day for

3. Based on the handout information, ask participants the following questions:

- How many cups of fruits should you eat every day?
- How many cups of vegetables should you eat every day?
- How many total cups of fruits and vegetables should you eat every day?
- Does eating the recommended cups of fruits and vegetables sound easy or hard? Why?

4. Distribute the What's in a Cup? handout to participants. Review the information in the handout and explain that different quantities and types of fruits and vegetables can add up to the recommended 3½ to 6½ cups that adults need every day for good health. Point out that dried, frozen, 100% juice, canned, and fresh fruits and vegetables all count.

5. Introduce the Energize Your Body with Fruits and Vegetables! poster to demonstrate different amounts of fruits and vegetables using cupped hands. Have participants use the poster to answer the following questions:

- What does ½ cup of fruit look like?
- What does 1 cup of vegetables look like?

6. Ask the participants:

Now that you know what amounts are equal to 1 cup, ½ cup, and ¼ cup, does eating the recommended amount of fruits and vegetables every day seem easier or harder? Why?

Tips

- Demonstrate how to measure a variety of fresh, frozen, canned, or dried fruits and vegetables using cups and cupped hands.
- Visit the produce samples, or ask your local grocery store or farmers' market to donate them.
- Remember to handle food safely. To learn more about food safety, visit www.foodsafety.gov.

Distribute the Health Benefits of Eating Fruits and Vegetables handout to each participant. Review the information with the class, and have participants share their impressions.

8. Conclude the lesson by distributing the Fruit and Vegetable Scoreboard handout. Talk with participants about using the handout to keep track of their progress toward meeting the recommended cups of fruits and vegetables for a week. Direct their attention to the weekly goals section of the handout, and discuss with participants some helpful tips for meeting their stated goals. Talk with them about teaming up with a friend or family member to eat more fruits and vegetables. Mention how social support can make living a healthy lifestyle much easier.

Expansion Ideas

Photocopy and distribute the My Meal Plan handout (p. H-5) to participants. Have participants plan a day's worth of meals, snacks, and desserts using their recommended amount of fruits and vegetables as a guide. Ask them to share their meal and snack ideas with the group.

SECTION 1 • ADULT RECOMMENDATION LESSONS

The *Network* has developed an online resource called the *Communications Resource Library (Resource Library)*. This library includes images of empowering lifestyle photos, knock-out fruit, vegetable, and physical activity images, recipe photos, and line art, which can be used to punctuate and bring to life our message and reinforce our brand.

The *Resource Library* also includes other resources:

- *Network* related logos in all formats
- Graphic elements (wave and rainbow graphics)
- *Network* templates (letterhead, meeting agenda, news bulletins, press releases, flyers, recipe cards PowerPoint presentation, and a Web site template guide)

The *Resource Library* will be updated as new images, graphics or templates become available. The *Resource Library* can be accessed at www.networkforahealthycalifornia.net/Library (case sensitive).

Photography

Lifestyle photos are a signature element of our new brand. These images can be used in endless creative compositions and iterations, keeping the ideas of white space and organic flow in the forefront.

Whenever possible, use active lifestyle photos of everyday people that portray a sense of empowerment, healthy lifestyles, nutritious and affordable behaviors, as well as people engaging in physical activity. The photos used in *Network* materials should be ethnically diverse and culturally sensitive.

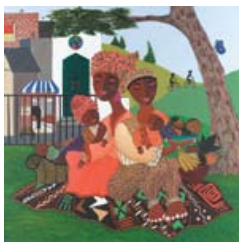
Take advantage of the full *Network* photography library and avoid overusing the same photos to ensure that your materials look fresh and new.



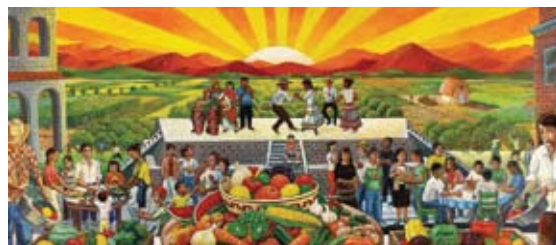
Imagery

Illustrations

The *Latino* and *African American Campaign* illustrations can be incorporated into *Campaign*-specific materials to continue to leverage the equity of these illustrations as well as to create tones of empowerment and pride within the community. These illustrations cannot be used as logos for the *Campaign*'s and should not be placed near the *Network* logo. Placement of these illustrations near the logo confuses the viewer, because they see the illustration as an additional logo.



African American Campaign
Afternoon in the Park



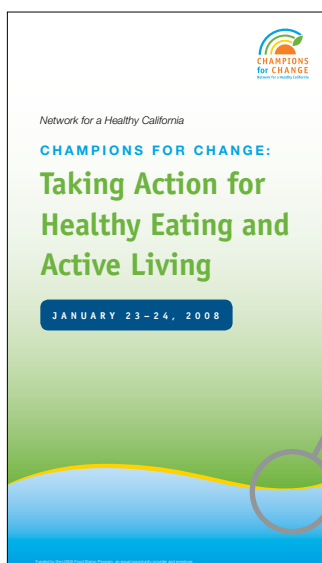
Latino Campaign Mural

Visual/Graphic Elements

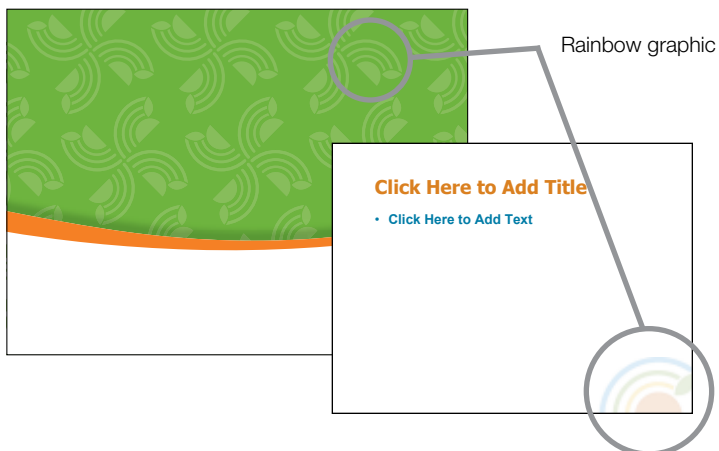
In addition to photography and illustrations, there are two other key visual elements which can be used to help build equity in our new brand as well as provide an opportunity for variety and visual interest from project to project.

The wave graphic represents movement, change, and energy. It symbolizes the healthy changes we are seeing everyday in our communities. Use this graphic element to bring an open organic feel to your materials. The graphical wave can bleed off the bottom of a page in any of the full pallet colors.

The rainbow graphic can be used as a subtle backdrop in many types of material to add visual interest. Use the white transparent rainbow graphic on a solid color background to add dramatic appeal or use the color transparent rainbow graphic on a white background in projects such as PowerPoint slides. Do not use this graphic in place of the *Network* logo or place the *Network* logo near the rainbow graphic.



Wave graphic













Rainbow graphic

Electronic Formats

If you are producing a flyer, Web page, PowerPoint presentation, a printed publication, or any other document, you will find the appropriate electronic file format online in the *Resource Library* (www.networkforahealthycalifornia.net/Library).

Use the chart below to help you choose the correct file format for logos, images, illustrations, and graphics.

Rainbow Graphic indicates the recommended formats. 

USE	.EPS	.TIFF	.JPG	.GIF	.PNG
Print (by professional printer)					
Word Processing (Microsoft Word)					
PowerPoint					
Web					

File Format Notes:

.EPS is the most versatile graphic format available. You will not be able to open an .EPS file if you do not have a graphics program. A professional printer will have the appropriate software.

.TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.

.JPG files are not transparent. **Do not** place a .JPG file on a colored background or a box will appear around the logo.

.GIF files are transparent. Use a .GIF file to place a black or white logo on a colored background.

.PNG files are also transparent but are NOT recognized in Internet Explorer.

Typography

To simplify our efforts and provide strength to our message, we have selected the following fonts. Officina Sans lends credibility with a modern element to suggest growth and movement. Helvetica Neue is a classic font that is clean and easy to read. These typefaces bring a standard tone of professionalism and approachability.

Alternative Fonts

Officina Sans and Helvetica Neue are the official fonts that will appear in all materials produced by the *Network*. If you do not have access to these fonts, the use of the alternative fonts below is acceptable and encouraged.

Officina Sans ➡ Tahoma

Helvetica Neue ➡ Arial

Cover Titles & Headers

ITC Officina Sans Bold

Type size to be determined by project, but should not be smaller than 26pt
Primary Color choice

Sub-Headers

HELVETICA NEUE 75 BOLD

Use one of the complementary colors from the 2-3 options picked
Minimum size: 10pt. All Caps recommended.

Sub-Sub Headers

Helvetica Neue 75 Bold

Use a different complementary color from the 2-3 options picked
Minimum size: 10pt

Body Copy

Helvetica Neue 45 Light
Minimum size: 10pt; Black

Table & Sidebar Body Copy

Helvetica Neue 45 Light
Minimum size: 9pt

Pull Quotes

ITC Officina Sans Book or Helvetica Neue 45 Light
Minimum size: 12pt

Funding Statement

Helvetica Neue 55 Roman
Minimum size: 7pt

Naming Structure

Naming

Our name is the *Network for a Healthy California*. The benefit we deliver is embodied in our rallying cry tagline, “Champions for Change.” We are advocates. We are experts. In order to reinvest in ourselves and create an even stronger brand, we must adhere to strict naming protocols.

The *Network for a Healthy California* should be italicized. For proper grammar, “the” should precede *Network for a Healthy California*. Do not capitalize “the” except when it begins a new sentence. After establishing the full name in text, the *Network* may be used as an abbreviated form for *Network for a Healthy California* (*Network*).

Champions for Change can be used to describe us as a Network, as well as acknowledging those Californians who are inspiring and creating healthy changes in their households and communities. Champions for Change should not be used as our organization name.

Correct Usage

Network for a Healthy California
the *Network for a Healthy California*
Network (may be used only after the entire name has first been referenced)

Correct Spanish Usage

In text, *la Red para una California Saludable* should be used, abiding by the same adjective rule as outlined.

Following are the proper names for the *Network*’s established *Programs* and *Campaigns*. These titles replace *California 5 a Day*:

- *Network for a Healthy California—Children’s Power Play! Campaign*
- *Network for a Healthy California—Latino Campaign*
- *Network for a Healthy California—African American Campaign*
- *Network for a Healthy California—Retail Program*
- *Network for a Healthy California—Worksite Program*

INCORRECT USAGE

(Published Materials)

NHC
California Nutrition Network
network for healthy california
the network for a healthy california
Champions for Change
C4C
CFC

Following is the proper naming pattern for the *Regional Networks* (formerly known as *Regional Nutrition Networks*) as well as those organizations that choose to use the *Network for a Healthy California* as part of their name.

Region

Network for a Healthy California—Bay Area Region

Region plus Campaign/Program

Network for a Healthy California—Bay Area Region Latino Campaign

Local Incentive Awardee

Network for a Healthy California—Hawthorne Unified School District

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Newly developed and reprinted materials must have the appropriate acknowledgement/funding statement. Provided below are the *Network/USDA* acknowledgement statements and the corresponding materials that pertain to each. For materials not listed, please contact your state-level Program Manager for guidance on which statement is appropriate.

Complete version:

This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

Spanish: Este material fue producido por la *Red para una California Saludable* del Departamento de Salud Pública de California, con fondos del *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas. En California, los Cupones para Alimentos pueden ayudar a gente con bajos ingresos a comprar comida nutritiva para una mejor salud. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Para información nutricional, visite www.campeonesdelcambio.net.

The complete *Network/USDA* statement is required for longer and full length materials, including but not limited to:

- | | | |
|--|--|--|
| • Books | • Curricula | • Posters |
| • Brochures | • Guidebooks | • Print Advertisements |
| • Calendars | • Murals (may be provided on a separate plaque located near the mural) | • Registration Materials (e.g., forms, etc.) |
| • CD-ROMs | • Newsletters | • Videos/DVDs |
| • Compact Discs | • Newspaper Articles (including editorials) | • Web sites/ Web pages |
| • Conference Binders | • Periodical Articles | • Workbooks |
| • Cookbooks | | • Workshop Manual |
| • Corporate Identity Items (e.g., letterhead, folders, etc.) | | |

Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand-alone components.

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Space-limited version:

For important nutrition information, visit www.cachampionsforchange.net. For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

Spanish: Para información nutricional, visite www.campeonesdelcambio.net. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Financiado por el *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.

The space-limited *Network/USDA* statement may be used for shorter materials, including but not limited to:

- Agendas
- Brochures
- CD-ROMs
- Conference Binders
- Curricula
- Flyers
- Guidebooks
- Menu Slicks
- Newsletters
- Outdoor Boards
- Paid Commercials
- PowerPoint Presentations
- Radio Public Service Announcements
- Recipe Cards
- Television Public Service Announcements
- Videos/DVDs
- Workshop Manuals

Instructional materials should include the acknowledgement on the cover, table of contents, reference/citation pages, and any stand alone components.

Shortest version:

For food stamp information, call 877-847-3663. Funded by the USDA Supplemental Nutrition Assistance Program, an equal opportunity provider and employer.

Spanish: Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Financiado por el *Supplemental Nutrition Assistance Program* del Departamento de Agricultura de los Estados Unidos, un proveedor y empleador que ofrece oportunidades equitativas.

The shortest version of the *Network/USDA* statement may be used for short materials, including but not limited to:

- Fact Sheets
- Flyers
- Recipe Cards
- Surveys
- Videos/DVDs Labels

Acknowledgements/Funding Statements

Network/USDA Acknowledgements

Press Releases, Media Alerts, and Press Kits:

The *Network for a Healthy California (Network)* is a public health effort working with hundreds of partners and organizations to empower low-income Californians to live healthier lives through good nutrition and physical activity. Funding is from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). For food stamp information, call 877-847-3663. For important nutrition information, visit www.cachampionsforchange.net.

La *Red para una California Saludable (Red)* es un esfuerzo de salud pública que trabaja con cientos de afiliados y organizaciones para capacitar a los californianos de bajos ingresos para vivir más saludablemente por medio de una buena nutrición y actividad física. Financiado por el *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Para información sobre los Cupones para Alimentos, llame al 877-847-3663. Para información nutricional, visite www.campeonesdelcambio.net.

Research Articles Published in Journals:

This [report or study] was conducted through the California Department of Public Health, *Network for a Healthy California*, and [funded or partially funded] by the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers.

Este [reporte o estudio] fue realizado a través de la *Red para una California Saludable* del Departamento de Salud Pública de California y [financiado o financiado en parte] por el *Supplemental Nutrition Assistance Program* (antes conocido como el Programa de Cupones para Alimentos) del Departamento de Agricultura de los Estados Unidos. Estas instituciones son proveedores y empleadores que ofrecen oportunidades equitativas.

California State Brochure Requirements

Brochures produced by the *Network* must include the following state officials' names. The state seal and CDPH logo are also suggested if possible.

Arnold Schwarzenegger

Governor
State of California

Kimberly Belshé

Secretary
California Health and Human Services Agency

Mark B Horton, MD, MSPH

Director
California Department of Public Health



This material was produced by the California Department of Public Health, *Network for a Healthy California*, with funding from the USDA Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). These institutions are equal opportunity providers and employers. In California, food stamps provide assistance to low-income households, and can help buy nutritious foods for better health. For food stamp information, call 877-847-3663. For important nutrition information visit www.cachampionsforchange.net.

For consumer information, visit us at

www.cachampionsforchange.net.

For partner information, visit us at

www.networkforahealthycalifornia.net.

